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REVUE EUROPEENNE D ETUDES EUROPEAN JOURNAL OF MILITARY STUDIES
Social Science Journal

Online Purchase Intention towards Fresh Produce during MCO in China: Perspective of China Students in Malaysia

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Abstract

This study aimed to investigate the influence of Online Purchase Intention towards fresh produce during MCO in China, focusing on three independent variables: price, quality and perceived risk. For data collection, online questionnaires were distributed to the targeted respondents of this research, which were China students in Malaysia between twenty to forty years old, and 380 sets of data were collected and analyzed. Factor analysis, reliability test, descriptive analysis, and regression analysis were conducted using SPSS software. The data analysis was conducted through SPSS. The constructs ' Cronbach's Alpha and KMO scores were higher than the minimum acceptable level, higher than 0.6 for Cronbach's Alpha and higher than 0.6 for the KMO score value. The findings showed that H1 and H2 were accepted since their t-values were more significant than 1.96 and the p-values were equal to 0.000. However, H3 was rejected since the t-value was -2.114 and the p-value was 0.035. The multiple linear regression analysis results provided an R^2 value of 0.386, indicating that this model explained 38.6% of the data variance. This study offers online purchase intention toward fresh produce during MCO in China. When customers plan to purchase online, the idea that the risk of an item is always the essential element in the purchasing process has been demonstrated to

be false. Customers are increasingly concerned with trust, which leads to the platform's security. The client also feels that price is a crucial aspect of purchase intention while purchasing online and the product's quality, particularly during MCO in China.

Originality/value

This study was carried out during the Covid-19 epidemic, which offers a unique situation for investigating adaptability and learning.

Keywords: Online purchase intention, fresh produce, Movement Control Order (MCO)

Introduction

Everyone across the globe purchases fresh products. Naturally, our attitudes and behaviours towards shopping differ from country to country. Recent studies about the evolution of retail formats, the importance of wellness and health of fresh produce and the global customer behaviours and trends in produce. These global trends translate into opportunities for long-term and short-term success. Because of the volume growth of regions like the Middle East, Asia Pacific and Africa, the fresh produce industry had another year of success in 2017 (Liu, 2018). China's desire for online shopping has proliferated during the last decade (Achille, Balloach, Bu et al., 2021). The number of online customers in China has increased rapidly, from less than 34 million in 2006 to over 466 million users a decade later, allowing China's e-commerce industry to snowball. By 2021, China's digital customer penetration rate will be close to 57 per cent (Ma, 2021). China has become the world's second-largest e-commerce market behind the United States in recent years. The total merchandise volume of online shopping in China was about 9.9 trillion yuan in 2019 and is expected to reach approximately 10.9 trillion yuan by 2020. By then, B2C e-commerce sales in China were projected to exceed one trillion U.S. dollars in 2020.

According to a report by Statista.com (2020), the penetration rate of China's fresh food e-commerce industry reached 4.67% in 2019, a year-on-year increase of 22.89% from 3.8% in 2018. It is affected by entrepreneurship, investment, and giants, the penetration rate of fresh food e-commerce has increased rapidly in recent years. In the seven years from 2013 to 2019, the penetration rate increased from 0.36% to 4.67%, a total increase of 4.31 percentage points. The penetration rate growth rate reached its peak in 2015, and the industry penetration rate continued to grow from 2016 to 2019, but the growth rate has declined year by year. The Covid19 pandemic has catalyzed the accelerated development of fresh food e-commerce, and the industry penetration rate is expected to rise to 7.63% in 2020, a significant increase of 63.38% year-on-year.

China has the world's most significant population, with 1.4 billion people, and cross-border migration is increasing fast (Woetzel, Seong, Leung et al., 2019). The main customers of fresh foods in China were born between 1982 and 1993 (Liu, 2018). Retail stores like fruit speciality stores, traditional supermarkets, vertical fresh e-commerce stores and comprehensive e-commerce stores have been boasted by China (Liu, 2018). Like most industries, the food industry has changed significantly due to the COVID-19 pandemic in 2020. China, however, is recovering because it is moving into "living a new normal" from "restricted living" and work has resumed in all provinces except Hubei. What will happen in the long-term in this industry is still unpredictable (Fei and Jia Ni, 2020).

Much study has been conducted on perceived risk and its components in the Chinese market. The results showed that the essential variables influencing an online grocery shopper's

perceived risk are acceptable percentage, inherent risk, and handling risk (Wang and Zhang, 2020). Research showed that perceived risk hurts the online purchase intention of groceries in the Chinese market. Perceived risk has played a fundamental role in how customers in China think about shopping online for groceries (Wang and Zhang, 2020). In China, researchers investigated the perceived risks connected with online grocery purchasing and discovered that psychological, performance and time risks had a detrimental impact on fresh food delivery utilizing drones (Hwang and Choe, 2019).

Literature Review

Underlying theory

According to Belanche, Casaló and Flavián (2019), the TPB model has been extensively utilized in the literature to explain customer behaviour in a broad range of situations, including using smartcards and artificial intelligence to make financial decisions. PBC may be defined as the customer's subjective opinion about how difficult it would be for that customer to produce the desired action, and the idea of PBC has been explored in various study contexts (Hansen, Jensen and Solgaard, 2004). Based on research by Yang, Li and Zhang (2018), they found that the TPB model shows that three predictors

drive human intention: attitude toward action, subjective norm, and perceived behavioural control. The subjective norm is the social pressure customers feel when participating in a certain activity; perceived behavioural control is defined as customers' perceived difficulty or ease when making a specific habit (Ajzen, 1991).

According to Ajzen (2020), the impact of attitude and subjective norm on intention is believed to be moderated by perceived behavioural control, while the effect of intention on action is thought to be moderated by absolute behavioural control. Perceived behavioural control relates to people's perceptions of how easy or difficult it is to execute the desired action (Ka and Fabrigar, 2020). Ajzen (1991) observed that perceived behavioural control was another driver of intention, and other scholars have suggested a variety of additional determinants of intention. Ajzen and Kruglanski (2019) stated that behavioural intentions in TPB are governed by three factors: attitude toward the activity, subjective norm about the action, and perceived behavioural control. A positive attitude and a subjective supporting norm offer motivation to participate in the action in the present formulation of the theory, but a concrete intention to do so is created only when perceived control over the conduct is sufficiently strong (Ajzen, 2020). The TPB maintains all of the significant components of the TRA. However, it adds a third determinant of intentions: perceived behavioural control, in which the execution of behaviour is dependent to some extent on one's actual behavioural control (i.e., the ability to perform a behaviour) (Ka and Fabrigar, 2020).

Online Purchase Intention

Online purchase intent may be determined via the creative use of Web technology and online brand familiarity, rapidly evolving and displacing traditional purchasing processes (Rahman and Mannan, 2018). Fishbein and Ajzen (1975) found that to trigger an action, the intention is the motivation that drives the individual to choose one's behaviour over another and plays a fundamental role where the intention is closely linked to attitudes. This was concurred by Deshpande and Saxena (2017). They explained that purchase intention studies customers and the processes they use to select, consume, and dispose of goods and services. Due to customer purchase intention, how these processes affect the world incorporates ideas from psychology, biology, chemistry, and economics. Also, Fishbein and Ajzen (1975) added

that intentions might be described as a person's subjective assessments of a particular item to react to a specific action.

Online purchase of fresh produce, just like all sectors, was also affected by COVID-19 and different countries responded differently to this pandemic by putting several measures to curb any more spread of the disease. In countries like Australia, specific measures like restricted movements for citizens and the imposition of compulsory quarantine for travellers were adopted when the pandemic hit. Moreover, even if these measures help limit the spread of the disease, they affect supply chains and businesses (Charlotte, 2020). It has become challenging to deliver fresh fruits and vegetables throughout Australia, and also paying employees of firms became hard because farms were not making enough profits due to the Covid-19 pandemic. (Charlotte, 2020). Due to this, farmers had to change how they picked and packed fresh produce to ensure that their customers still had easy access to quality products. Some of the staff were equipped with the tools to help them work from home, and those who were involved in the harvesting process were given protective gear, wore masks and maintained social distancing when working (Charlotte, 2020).

Online purchases increased during the coronavirus (COVID-19) epidemic and are expected to become the new normal in China. According to Statista.com (2020), in a study on Chinese online shopping behaviour performed in May 2020, 93 per cent of respondents who had bought online more often during the pandemic indicated they would likely continue to do so even after retail shops reopened and social distancing measures were removed.

The two dimensions affected most by the COVID-19 pandemic in China were distribution and production. Because of the controls on population mobility and lockdown measures, transport of labour and agricultural inputs was limited and in shortage, which destroyed the production process (Fei and Jia Ni, 2020). Almost every step in the production process was disrupted during the pandemic, from local purchasing to wholesaling and city consumption from cross-region logistics. The market demand for agricultural inputs reduced because public canteens, caterers and restaurants were shut down, which meant that the number of unpicked fruits and vegetables in farms increased. This means that farmers did not get the revenue they had anticipated which reduced their level of investment (Fei and Jia Ni, 2020).

The average number of channels to buy fresh foods increased to five in 2019. During the COVID-19 pandemic, the customer demand for fresh food delivery increased just as expected. Many e-commerce platforms introduced contactless deliveries to reduce direct contact with customers. We Chat is a popular channel that is used to purchase fresh food. A survey was done, which found that 35% of citizens in China used WeChat to purchase fresh produce in February 2020 (Pu and Yu, 2020).

Price

Price has been shown to significantly influence customers' assessment of product alternatives and ultimate purchase intention (Kittikowit, Suwanabubpa and Sithisomwong, 2018). Price is the amount of money paid for a product or service in its most basic meaning. In a broader sense, price is the total of all the value that customers forego in exchange for the advantages of owning or utilizing a product or service.

Customers constantly seek a better product or service at a lower price to be purchased and are ready to take advantage of new possibilities in line with the benefit maximization concept (Cakici, Akgunduz and Yildirim, 2019). Wang et al. (2019) claimed that price has always been a cheerful moderator of customers' purchasing intention. According to a recent

study by Gallarza, Arteaga and Gil-Saura (2019), customers are searching for low-cost yet high-quality products. When purchasing online, however, these online platforms may deal directly with suppliers, reducing inventory and procurement expenses (Abodunrin, Oloye and Adesola, 2020). Groceries tend to have a high wastage level during transportation, and since there is less transportation online, product waste is lower. Online platforms produce more accurate demand predictions using big data analysis, reducing inventory levels (Abodunrin, Oloye and Adesola, 2020). The role of the customer influences the significance of price, with a negative role of people seeing high costs as a kind of sacrifice on their part to purchase goods or services, and a positive role of customers perceiving high prices as high-quality products or services (Aschemann-Witzel and Zielke, 2017).

Wang et al. (2019) also mentioned that the price of a product is a representation of its worth, and it significantly influences customer purchasing intention; as a result, the price is included as a moderating variable. This statement has been supported by Putra and Darma (2020) that choice and intention do not result in successful purchasing when an unexpected element occurs, remarkably price since customers form purchase intentions based on price. Furthermore, research carried out by Dastane (2020) also did mention that purchase intention changed with the influence of price.

According to Xiao, Yang and Iqbal (2018), the price has a significant effect on buy intentions since changes in production significantly impact the customers where they can afford and be pleased with, which promotes their desire to purchase the brand's production again in the future. Therefore, if the price of any product is small, it will attract more customers. Reducing prices early in the shopping process positively impacts a customer's intention because once customers know there is a discount early in the process, they will continue with the process (Levrini and Jeffman dos Santos, 2021).

H1: Price has an influence on online purchase intention towards fresh produce during MCO in China

Quality

According to research by Hassan Al-Hassani et al. (2020), quality is another critical component to online purchase intention aside from other shared variables. Product quality is one of the customers' primary concerns in online purchasing (AL-Shukri and Udayanan, 2019). Quality refers to the process through which customers assess product quality to choose which product best fits their needs (Hassan Al-Hassani et al., 2020). Customer desire in transactions affected by the product quality and pricing precedes online purchasing intention (Foster and Johansyah, 2019).

According to research by Kittikowit et al. (2018), customers in Myanmar are ready to spend extra for a higher-quality beauty product, which has proven that product quality influences purchasing intention. This statement has been supported by research conducted by Albari (2019) who found that in terms of product quality, most customers would choose international beauty product brands over local beauty product brands. Quality has a favourable connection with or directly affects purchasing intention (Calvo-Porral and Lévy-Mangin, 2017). Study research by Kittikowit et al. (2018) found that perceived quality is one of the most common determinants that significantly affect customers' purchase intention, and it is customers' subjective decision and judgment on a particular product's quality can differ from its actual quality due to previous poor product image or unsatisfactory experience.

Research by Rai (2020) explained that customers' purchasing behavioural intention is moderated by the perceived quality on the label, which significantly impacts customer brand loyalty, and believed that consistency has a more significant impact on a company's supply chain and brand loyalty. Customers may utilize perceived quality to assess product quality while adhering to production standards and product-specific characteristics (Rehman et al., 2018). Hakim et al. (2017) claimed that the quality of a product moderates purchase intention, implying that the quality of a good product increases purchase intention.

Quality is determined by comparing customer expectations with the actual performance of a brand or product, and the role of quality in influencing customer purchase decisions in the context of store brands is well supported, with quality being regarded as one of the most critical factors in explaining purchase intention (Calvo-Porral and Lévy-Mangin, 2017). Product quality refers to the characteristics a customer expects from a product, with customers accepting or rejecting the product based on their quality expectations (Chaudhary, 2018). This can be concurred by research that found that if a product fails to satisfy the customers' expectations, it is regarded as of poor quality (E-Alam, 2020). Chaudhary (2018) also added that customers' evaluations on product quality are directly correlated with their expectations and the reality of the retailer's product quality.

H2: Quality influences online purchase intention towards fresh produce during MCO in China.

Perceived Risk

In the age of information technology, perceived risk may be defined as a security or privacy issue in which personal information can be acquired readily without the customers' permission (Cox and Rich, 1964). According to Guo, Bao, and Stuart et al. (2018), perceived risk and the trust of retailing customers are critical factors in the rise of social commerce. This statement has been supported by research conducted by Hansen, Saridakis and Benson (2018), that perceived risk and trust are essential antecedents in end-user decision-making, whereas risk-taking propensity directly impacts behavioural intention. On the other hand, the trust allows online merchants to attain pricing and selling skills, which benefits their performance (Pratono, 2018). Cui, Lin and Qu (2018) claim that the significant risk perception reinforces the evaluation of website image and trust; end users with a relevant degree of creativity are more likely to have faith in websites; website image facilitates perceived security and trust, and the latter is a link between website image and online loyalty.

The risks of online shopping have been researched extensively because they affect customers' attitudes toward online shopping, which significantly impacts a customer's purchase intention. Convenience risk was the only risk in online shopping that positively impacted a customer's intention. This shows that customers do not concern themselves with the non-convenience aspect of online shopping, like handling of returned goods (Kamalul Ariffin, Mohan and Yen-Goh, 2018).

Research by Rungsrisawat et. al. (2019) shows that the fear and lack of trust among internet customers are exacerbated by the perceived risk associated with online purchasing. Thus, Sethi, Kaur and Wadera (2018) suggest that a wide range of information may help minimize the perceived risks. According to Huyen and Costello (2017), the number of evaluations usually decreased risk exposure by reinforcing customer confidence in online purchasing. According to Zhang, Ren, Wang et al. (2018), customer empowerment influences their perceived trust and satisfaction concerning their purchasing intentions. Bashir, Anwar, Awan et al. (2018) claim that the end customers' perceived risk moderates their online confidence with online merchants and purchase intention. Perceived price is one of the most

critical factors influencing online purchase intention, whereas perceived risk and time savings are the main determinants of perceived price and risk (Escobar-Rodríguez and BonsónFernández, 2017).

Perceived risk affects how customers behave while shopping online. When this risk is high, the customer intention to do online shopping is low; when this risk is low, the customer intention is high. A study was done by Kamalul Ariffin et al. (2018) to explain the relationship between social risk, time risk, security risk, product risk, psychological risk, financial risk and online purchase intention. The study showed that five of these factors negatively impacted a customer's online intention except for social risk, which has little or no effect on the intention to purchase. However, security risk was the main contributor to customers' failure to buy online (Kamalul Ariffin et al., 2018).

H3: Perceived risk influences online purchase intention towards fresh produce during MCO in China.

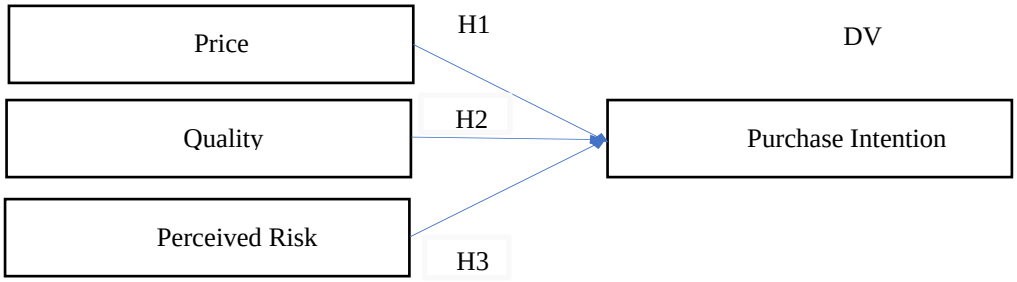

Figure 1 *Conceptual framework*

Methodology

The study population was students from China studying in Malaysia, and the purpose of the study is to determine if the variables affecting online purchase intention indicated in the research do, in fact, influence online purchase intention. As the sampling design, a nonprobability sampling method was implemented. Due to the time constraints, convenience sampling is suitable for this study, where this enables the researcher to gather data quickly by distributing questionnaires created utilizing online questionnaire websites (Saunders et al., 2019). According to the statistic by the Ministry of Higher Education Malaysia; MOHE (2020), the population of China students in Malaysia is 16,967, which is 17.7 per cent of the total international students who further their studies in Malaysia. However, according to Krejcie and Morgan's (1970) sample size table, 384 participants are needed for a population of 1 million to represent a cross-section. As a result, this research would require a sample size of 380 individuals. There were six questions for the dependent variable (DV), and five for each independent variable (I.V.s). A five-point Likert scale was utilized that ranges from 1 to 5: strongly disagree (1) disagree (2), average (3), agree (4), and strongly agree (5).. The questions were adapted from Li and Ohlsson (2017), distributed in electronic format using Google, and then sent to the intended audience due to the short time available for the study. SPSS 26 was used to draw the results of the analysis.

Results

Applying descriptive statistics, the demographic features of the respondents were analyzed and translated into a presentable format, as shown in Table 1. Gender, age, education level, purchasing frequency and consistency are all considered.

Respondent's Profile

Table 1: *Socio-Demographic Profile of the Respondents*

Characteristic		Number	Percentage (%)
Gender	Female	221	58.2
	Male	159	41.8
Age	20 - 25	66	17.4
	26 - 30	128	33.7
	31 - 35	125	32.9
	36 - 40	61	16.1
Education	Diploma	83	21.8
	Degree	169	44.5
	Master	82	21.6
	PHD	46	12.1
Frequency	Never done that before	14	3.7
	Seldom	78	20.5
	Sometime	196	51.6
	Regularly	92	24.2
Consistency	Less than once per 2 weeks	45	11.8
	Once per 2 weeks	60	15.8
	Once a week	113	29.7
	Twice a week	99	26.1
	More than twice per week	63	16.6

According to table 1 above, most of the responses are from female respondents, accounting for 221 (58.2%) of the total. At the same time, the male respondents account for 159 (41.8%) of all respondents. Respondents aged 26 to 30 make for 33.7% of the total, which is the highest, followed by respondents aged 31 to 35, who account for 32.9% and respondents aged 20 to 25, who account for 17.4%. 36 to 40 years old respondents represent 16.1% of all respondents, or 61 people, and are the lowest contributors among all age categories. Based on table 1 above, 46 PhD student respondents were included in this study which is the minimum group. The majority of the respondents, 169, were Degree students, followed by 83 respondents with diplomas and Master's 82 respondents. Based on the data, 14 respondents recorded are never logged into the purchase, while 78 of them are very seldom. However, most of the respondents are pretty regular, which is 196 and 92 are recorded as regular clients. In just one week, there are a large number of return clients. One hundred thirteen respondents said they would shop once a week, followed by 99 respondents who would return twice a week. While 63 respondents say they will shop more than twice a week, 60 of them shop only once in 2 weeks. Only 45 respondents, however, will continue to purchase less than once in 2 weeks, the lowest percentage among the other categories.

Reliability Test Result

According to Bougie & Sekaran (2019), the Cronbach Alpha value for the entire data collection must be more than 0.6, or else the item must be discarded from inclusion in the hypothesis testing.

Table 2: *Cronbach's Alpha for Dependent and Independent Variables*

	Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
Price	.605	.606	5
Quality	.630	.633	5
Perceived Risk	.736	.733	5
Online Purchase Intention	.618	.687	6

Cronbach Alpha for the Dependent Variable and all Independent Variables were more than 0.6 in Table 2, showing a good connection between the items. Cronbach Alpha for Independent Variable Perceived Risk is 0.736, the highest of the variables, indicating a significant connection between the items. As long as all numbers in this study are more than 0.6, it is acceptable. Pallant (2016) noticed in her study that obtaining a high Cronbach Alpha is difficult when the questionnaire has fewer items, such as less than ten.

Multiple Linear Regression

Multiple linear regression analysis is a test to measure the extent of model fit. Three elements must be considered in determining a model's quality of fit. The R^2 is one of them, and if it is near 1, it suggests that the fit is good (Sekaran & Bougie, 2019).

Table 3: *Mode Summary*

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.621[a]	.386	.381	.41573	1.920

a.Predictors: (Constant), TPR, TQ, TP
b.Dependent Variable: TOPI

The adjusted R^2 for the model is 0.381, which indicates that the dependent variable and independent variables are still well-matched. That indicates that price, quality and perceived risk, account for 38.1% of the factors determining online purchase intention towards fresh produce during MCO in China. As a result, additional criteria not examined in this study can account for the remaining 61 per cent of online purchase intention towards fresh produce during MCO in China. The Durbin-Watson test checks for serial correlation among the residuals, and if the Durbin-Watson statistic is less than 2, the residual is not associated. The range of acceptable values is 1.50 to 2.50. As a result, the value of Durbin Watson in table 3 is 1.920, which is acceptable.

Anova

ANOVA and Coefficient tests indicate the significant level and t-value, two more aspects that reflect if the variables influence the factor and whether the hypotheses should be accepted or rejected. The ANOVA test (table 4) is used to determine whether or not the correlations between the independent and dependent variables are significant. The p-value, which should be less than 0.05 with a 95% confidence level, is used to determine if there is a link between the Independent Variables and the Dependent Variable (Brereton, 2019).

Table 4 *ANOVA*[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	40.882	3	13.627	78.850	.000[b]
	Residual	64.983	376	.173		
	Total	105.865	379			

a.Dependent Variable: TOPI
b.Predictors: (Constant), TPR, TQ, TP

The F ratio was 78.850 in Table 4.11, with a significance level of 0.000. This multiple regression model explains 61.38% of the entire variance (40.882/105.865), whereas

38.62 of this model does not explain the per cent of the total variation. As a result, several additional values might impact online purchase intention; however, this study only looks at these three factors. As a result, a difference of greater than 40% is deemed reasonable.

Coefficients[a]

Table 5 *Coefficients*[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.682	.244		2.794	.005
	T.P.	.526	.054	.475	9.820	.000
	TQ	.343	.055	.288	6.288	.000
	TPR	-.089	.042	-.096	-2.114	.035

a. Dependent Variable: TOPI

The test aims to identify the component that has the most significant impact on the phenomena under study. The larger the effect of the independent factors on the dependent variable, the closer the beta coefficient is to 1. A value of 0 implies that the independent factors have no statistical impact on the dependent variable, whereas a negative beta coefficient value indicates that the independent and dependent variables are inversely related. Table 5's "Sig" column suggests that price and quality (p=0.000) are significant predictors of online purchase intention, with 0.475 and 0.288, respectively. Perceived risk (p=0.035) does not have a significant p-value; hence it is not a significant predictor of online purchase intention in this study since the effect is -0.096.

Hypotheses Results

H1: Price influences online purchase intention towards fresh produce during MCO in China.

The finding shows the beta coefficient of service quality is at 0.475 and the p-value at 0.00, indicating a significance at the 0.05 level, representing a positive correlation to the Dependent Variable. This means that service quality will increase by 0.475 when a unit of online purchase intention is increased. This indicates a positive relationship and it is significant. Therefore, H1 is accepted.

H2: Quality influences online purchase intention towards fresh produce during MCO in China.

The finding shows that the beta coefficient of service quality is at 0.288 and the p-value at 0.00, which indicates a significance at the 0.05 level, representing a positive correlation to the Dependent Variable. This means that quality will increase by 0.288 when a unit of online purchase intention is increased. This indicates a positive relationship, and it is significant. Therefore, H2 is accepted.

H3: Perceived risk influences online purchase intention towards fresh produce during MCO in China.

The result displays a beta coefficient of the price at -0.096 and a p-value at 0.035, which is insignificant at 0.05. This indicated that Perceived Risk has no positive relationship to online purchase intention. Therefore, H3 is rejected.

Discussion, Recommendation for Future Studies and Conclusion

The price of a product on fresh produce during MCO in China has been proven to influence online purchase Intention. This study is per Liu et al. (2018) findings, which show the lower the price of online fresh produce, the more noticeable the impact on customers' purchasing intention. Quality, loyalty, recommendation, advertisement, and ethnocentrism are all factors that impact online purchase intention in addition to price, according to Aldaihani & Ali (2019). However, besides price, perceived benefits and attitudes also substantially influence online purchase intention (Akroush, Zuriekat, AlJabali, et al., 2019). Psychologically, online purchasing for fresh produce should be less expensive than offline purchases; this is also one of the consumer's online shopping intentions (Liu et al., 2018). According to Aschemann-Witzel and Zielke (2017), the role of the customer influences the significance of price, with the negative role of people seeing high costs as a kind of sacrifice on their part in order to purchase goods or services, and the positive role of customers perceiving high prices as high-quality products or services.

According to the findings, quality strongly correlates with online purchase intention. Any company's lifeblood is its customers. This point is consistent with the research finding of Zhao et al. (2021), that is, the quality has a positive relationship with purchase intention, which implies that customers who think the quality of fruits is vital are more likely to buy online. Also, this study follows Liu et al. (2018) findings, which show that customers' online purchase intention is influenced by the quality and safety of agricultural goods; the higher the quality and safety level, the more noticeable the impact on purchasing intention. In order to increase quality, a service company is likely to confront significant challenges. This is due to the intangibility of service, customer participation in service delivery, heterogeneous nature of the process, lack of predictability and repeatability of the service process, diverse customer base sharing the same processing facilities and processes, lack of visibility of quality shortfalls, difficulty identifying sources of quality problems, and time required to improve quality.

On the other hand, online shopping platforms with dedicated management can overcome these challenges. Market and customer focus, motivated and well-trained frontline staff, well-designed process, devolution of responsibility and authority to the frontline staff, clear definition of quality, effective internal and external communications, and measurement are all key ingredients in improving the service quality. The discrepancy between prior expectations and perceived service quality causes quality issues in service businesses. A quality

service business will seek to discover the needs of its customers regularly and translate those needs into product and delivery process standards. Even though the gap between expectations and experience is usually regarded as a significant source of service quality issues, it is unclear how expectations and experiences are evaluated (Kam, 2015).

Based on the finding, perceived risk has a negative relationship with online purchase intention; among these reasons might be due to security concerns, which is the most likely to prevent customers from making online transactions (Ariffin, Mohan and Goh, 2018). The results indicate that understanding the perceived risk that impacts customer online purchase intentions is crucial since it gives helpful information to online merchants in their e-commerce operations. This is supported by another study by Wei et al. (2018), where the perceived risk from aspects such as payment security and personal information privacy is not significant towards online purchase intention as the increasingly matured third-party payment methods can be effectively encountered. Additionally, a study by Tham et al. (2019) found that perceived risk from the aspects of non-delivery risk is also insignificant towards online purchase intention where online business platforms are advised to reduce return policy risk by establishing explicit policies and processes, as well as adhering to such stated policy requirements.

It is suggested that a bigger sample size be acquired for future research. Future research might use probability sampling and target more than one country to improve the sample size. The only way to acquire data was over the internet. Physical interviews and targeting a different group of customers, as well as increasing the reach to other citizens, might yield a more exact outcome.

Providing features to augment subjects not covered in this study is recommended to widen survey questions. Two examples of elements that might be included are [rice and quality. More variables in the study might aid researchers in gaining a better understanding of the critical factors determining customers' online purchase intention. The questions should be orientated in either a positive or negative manner to reduce outlier replies. Researchers may employ hierarchical multiple regression in the future to look at the relationship between various age groups, income levels, and occupations, as well as the dependent and independent variables.

According to the findings of this study, price and quality had a substantial impact on online purchase intention towards fresh produce during MCO in China. The survey also found that in China, perceived risk had no significant impact on online purchase intention towards fresh produce during MCO. Marketers may leverage the study's findings to boost quality and preserve a reasonable price in their plan to entice more customers to buy fresh produce online during MCO in China, where the perceived risk is not a factor in making online purchase intentions.

Acknowledgment

The authors offer special gratitude to INTI International University for the opportunity to conduct research and publish the research work. In particular, the authors would like to thank INTI International University for funding to publish this research work.

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